



Under Armour

How to expand the **Under Armour's** market share competing with **Adidas, Nike, Puma** which are **dominant owners** of market share?

History

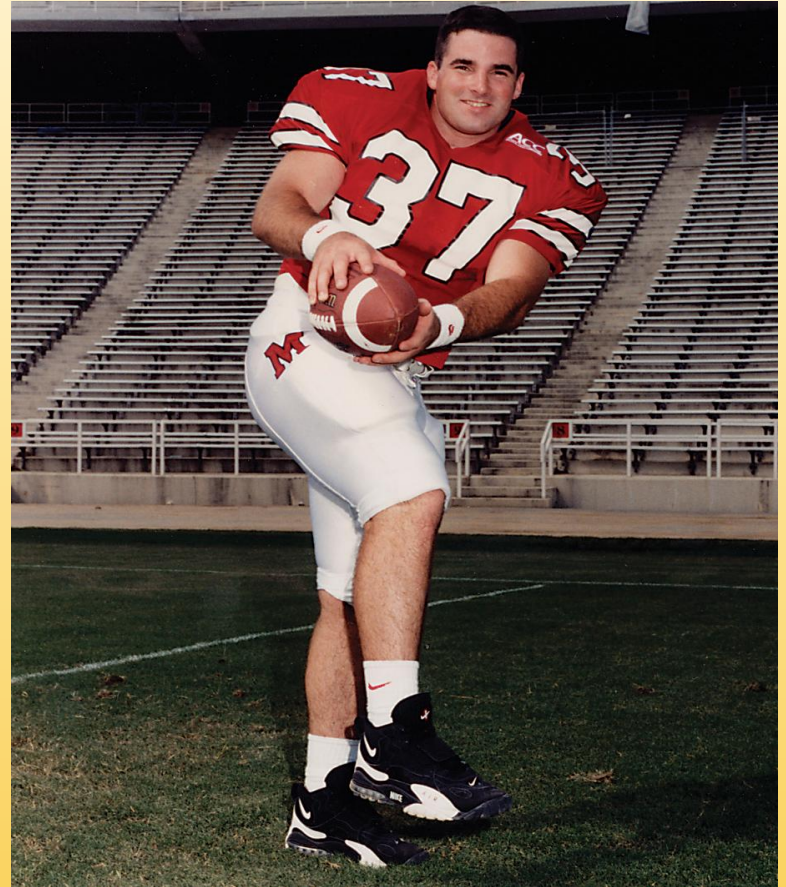
Under Armour is a successful company with \$1.8 billion in revenue.

Under Armour was established by Kevin Plank 24 years ago in a basement, like all other successful companies. Let's see how the company began its journey.



Kelvin Planck

As you can see this is a founder of Under Armour- Kelvin Planck.

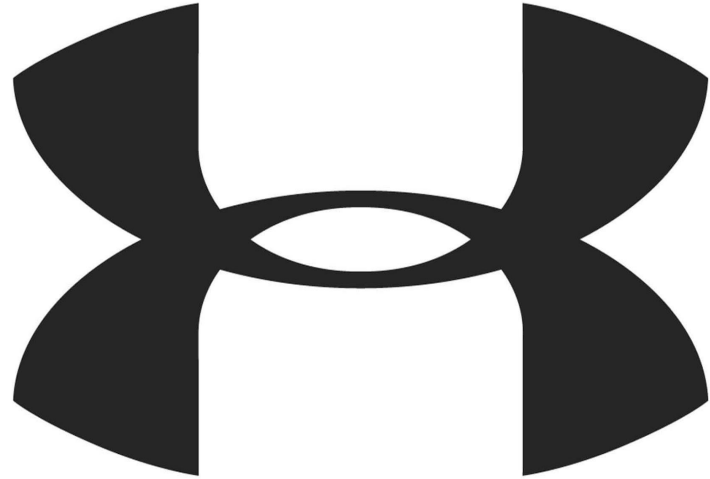




LOGO

At the very beginning Kevin's company bore 2 names -Heart, Body Armour, which he soon changed to Under Armour and create a logo.

So it went, and it went pretty well. Because logo is the most important step for a company to become successful.



UNDER ARMOUR®



1. Basement where he started his company
2. Plank drove around Atlantic coast selling first 500 UA T-shirts
3. He earned his first 17.000\$ and bought a place to open his own store.

In the same **2014**, the company bypassed adidas and became **the second largest** sales in the American market, losing only to Nike.

2013



2014






Quality and Technology

First period: sweat-wicking synthetic T-shirts

Second period: a new microfiber T-shirt that wicks moisture and keeps athletes cool, dry and lightweight.


no analogues in the market

Focused on quality



Under Armour's clothes were aimed at professional players,
and large brands were aimed at the mass market.

But with the young American's successes, major rival brands
including Nike, Adidas and Reebok soon followed in Plank's
footsteps with their own moisture-repellent clothing.



Under Armor remains one of the most innovative sports companies today: (special laboratory)

- self-cooling tees with AeroReact technology
- Speedform Gemini sneakers with built-in Bluetooth
- recovery pajamas with infrared reflectors

The company recently bought the MapMyFitness app, and last year partnered with Samsung to create fitness sensors.

Partnerships



Athletes



If you **don't fall**
how are you going to **know**
what getting up is like?

Stephen Curry

Goalcast

The \$14 Billion Man: Why Nike Lost NBA Superstar Stephen Curry to Under Armour



At the beginning of 2016, sales increased 350 percent



“The brand found that too often, in advertising and the media, the focus was on the end results – **the trophies, the awards, the world records** – instead of all the tough, tough days that **lead to that moment and what it takes to be an elite athlete**”

– **Lofton**, a top Under Armour executive.

WOMEN of WILL

I WILL WHAT I WANT is a celebration of the strength, humility, honesty, determination, and drive it takes to unapologetically go after what you want. Under Armour is partnering with a constellation of Women of WILL who represent all the different ways women are getting after it and living life on their own terms. Here are a few of these incredible women who represent athleticism in their own unique way.

The WILL to follow no one

Misty was first introduced to ballet on a basketball court of a Boys and Girls Club in the LA area. She didn't fit the standards of a typical ballerina and was rejected by many ballet studios. Years later she is a soloist for American Ballet Theatre.



MISTY COPELAND
Soloist

The WILL to stop talking and earn it

To be young, full of energy, and in the world's spotlight can be both a blessing and a curse. Having experienced the same trials of several major international tournaments, Sloane Stephens knows the pressure of living up to the public's expectations and chooses to live life on her terms.



SLOANE STEPHENS
Pro Tennis Player

The WILL to tune out external pressures

Gold medalist and four-time World Cup champion Lindsey Vonn knows what it's like to sit on top of the world. Even though she's been skiing since she was 7 years old, her first up hasn't always been easy. On the path to recovery from her second knee surgery, Lindsey is determined to conquer the mountain many more times.



LINDSEY VONN
World Champion Biathlon Star

The WILL to find inner strength

A gold medalist and multiple World Cup winner, Kelley O'Hara knows what it takes to overcome challenges and never give up. Originally a reserve for the 2004 Women's World Cup team, Kelley managed to get herself onto the pitch and ended up being one of three U.S. females to play every minute in the 2002 Olympics.



KELLEY O'HARA
Pro Soccer Player



I WILL WHAT I WANT

A microsite concept



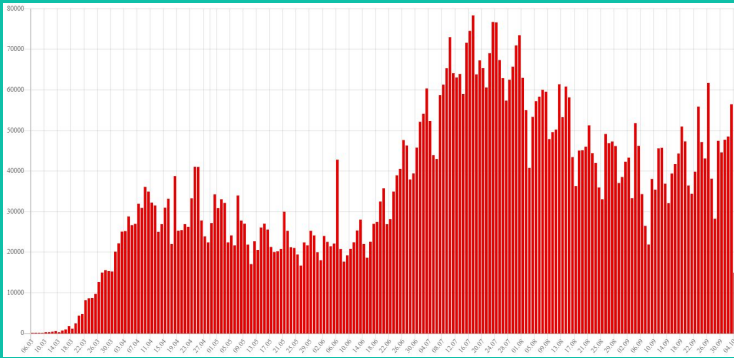
"I started ballet at 13, and I was too old and curvy, and not of the right race to be a prima ballerina".

INSPIRED BY
MISTY COPELAND
Principal dancer for American Ballet Theatre

Under Armour during pandemic

Communicate and deliver value to the target market at profit.

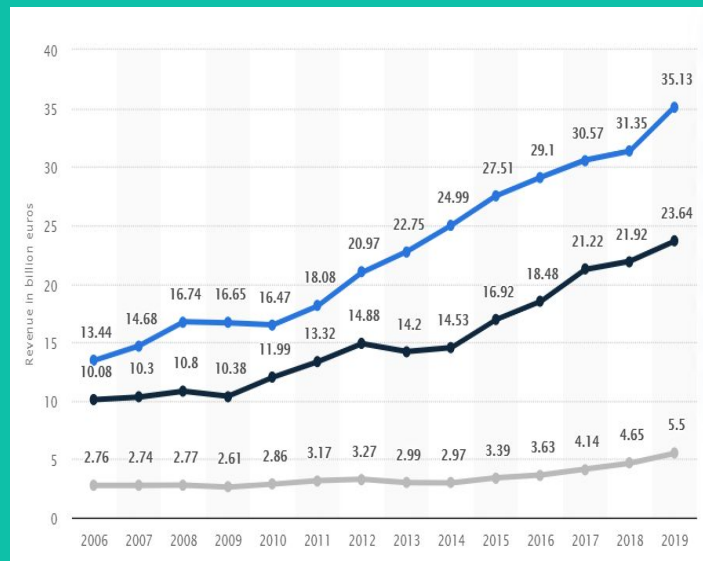
(c)Philip Kotler



Core Value of the Under Armour is to keep people under armour



Conclusion

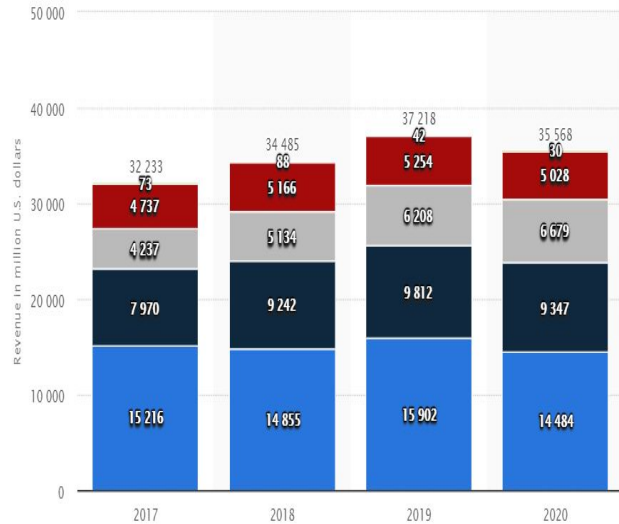


However

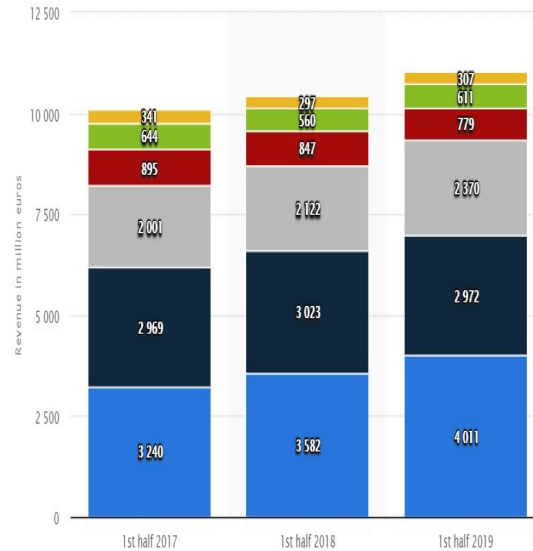
“With Under Armour having slower sales momentum than its competitors, we expect sales to be under greater pressure near-term and for its sales trend to take longer to recover,” Telsey Advisory Group analyst Cristina Fernandez said in a post-earnings note to clients.

Suggestion

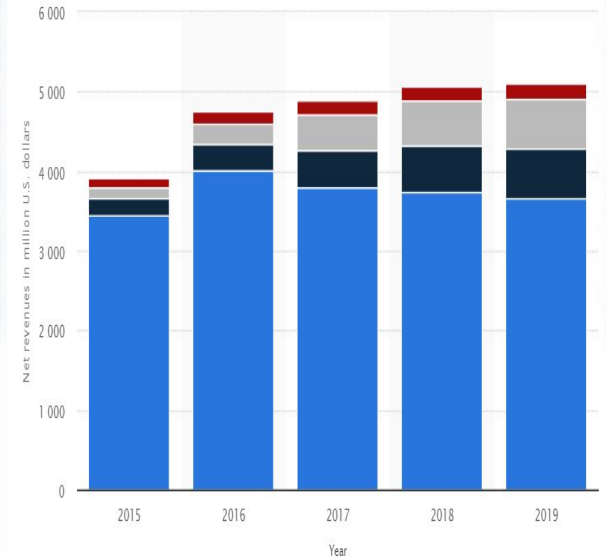
support international sales



North America Europe, Middle East & Africa Greater China Asia Pacific & Latin America
Global brand divisions



Asia-Pacific Europe North America Latin America Emerging Markets Russia/CIS



North America EMEA Asia-Pacific Latin America